



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research
Attn: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Contract # 185926

Schedule Dates 10/08/12-10/14/12
Advertiser Kaine for Senate 2012 (15809)
Agency Media Strategies & Research (1419)
Product Political-Political (1088)
Brand KAINE FOR SENATE 2012 (68318)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Beale, Rachael
Phone/Fax /
CPE KAINE/US SENATE RACE 2012/EST 11123
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments 10/8 - 10/14/2012

Date Entered 05/09/12
Last Modified 10/12/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,120.00
Net Total \$68,680.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2012	46	\$80,800.00
Grand Total:	46	\$80,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @6A		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		5/9/12
2.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A				1						\$250.00		WJLA Arlington (WJLA)		5/9/12
2.0.1	Closed Preempt	10/10/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
3.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		1	1	1	1	1				\$1,000.00		WJLA Arlington (WJLA)		5/9/12
3.0.1	Closed Preempt	10/08/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
3.0.2	Closed Preempt	10/09/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
3.0.3	Closed Preempt	10/10/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
3.0.4	Closed Preempt	10/11/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
3.0.5	Closed Preempt	10/12/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
4.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	9A- LIVE!						1				\$350.00		WJLA Arlington (WJLA)		5/9/12
4.0.1	Closed Preempt	10/12/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	

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5.0.1	Closed Preempt	10/09/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
6.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	10:58A- ABC--THE VIEW				1						\$600.00		WJLA Arlington (WJLA)		5/9/12
6.0.1	Closed Preempt	10/10/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
7.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)				1						\$300.00		WJLA Arlington (WJLA)		5/9/12
7.0.1	Closed Preempt	10/10/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
8.0	Normal Line / SPOT	10/08/12-10/11/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1			1					\$400.00		WJLA Arlington (WJLA)		5/9/12
8.0.1	Closed Preempt	10/08/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
8.0.2	Closed Preempt	10/11/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
9.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	3P- ABC--GENERAL HOSPITAL						1			1	\$500.00	\$500.00	WJLA Arlington (WJLA)		5/9/12
10.0	Normal Line / SPOT	10/09/12-10/11/12	4	:30	3:59P- ANDERSON COOPER SHOW			1		1					\$400.00		WJLA Arlington (WJLA)		5/9/12
10.0.1	Closed Preempt	10/09/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	

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10.0.2	Closed Preempt	10/11/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
11.0	Normal Line / SPOT	10/08/12-10/12/12	4	:30	4P- 5P (EST)		1		1		1			3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)	KATIE COURIC	5/9/12
12.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		5/9/12
13.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1				\$1,400.00		WJLA Arlington (WJLA)	1	5/9/12
13.0.1	Closed Preempt	10/08/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
13.0.2	Closed Preempt	10/09/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
13.0.3	Closed Preempt	10/10/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
13.0.4	Closed Preempt	10/11/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
13.0.5	Closed Preempt	10/12/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
14.0	Revised Line / SPOT	10/08/12-10/11/12	3	:30	6:58P- WHEEL OF FORTUNE		1			1							WJLA Arlington (WJLA)		5/9/12
14.1	End Dated Line / SPOT	10/08/12-10/08/12	3	:30	6:58P- WHEEL OF FORTUNE		1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/10/12
15.0	Revised Line / SPOT	10/09/12-10/12/12	3	:30	7:27P- JEOPARDY			1			1						WJLA Arlington (WJLA)		5/9/12
15.1	End Dated Line / SPOT	10/09/12-10/09/12	3	:30	7:27P- JEOPARDY			1						1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/10/12

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16.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,500.00	\$12,500.00	WJLA Arlington (WJLA)		5/9/12
17.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	11:35P- ABC--ABC NIGHTLINE		1								\$500.00		WJLA Arlington (WJLA)		5/9/12
17.0.1	Closed Preempt	10/08/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
18.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	11:35P- ABC--ABC NIGHTLINE					1					\$500.00		WJLA Arlington (WJLA)		5/9/12
18.0.1	Closed Preempt	10/11/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
19.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$800.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
20.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		5/9/12
21.0	Normal Line / SPOT	10/13/12-10/13/12	3	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
22.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	49995- ABC--DANCING WITH THE STARS RESULTS			1							\$8,000.00		WJLA Arlington (WJLA)		5/10/12
22.0.1	Closed Preempt	10/09/12															WJLA Arlington (WJLA)	Program Change/Exception -	

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23.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	48402- ABC--REVENGE				1						\$5,000.00		WJLA Arlington (WJLA)		5/10/12
23.0.1	Closed Preempt	10/10/12															WJLA Arlington (WJLA)	Program Change/Exception	
24.0	M/G For 23.0.1 / SPOT	10/10/12-10/10/12	4	:30	10P- ABC--NASHVILLE				1					1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/10/12
25.0	M/G For 22.0.1 / SPOT	10/08/12-10/08/12	4	:30	7:57P- ABC--DANCING WITH THE STARS		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/10/12
26.0	M/G For 2.0.1 / SPOT	10/10/12-10/10/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A				1					1	\$300.00	\$300.00	WJLA Arlington (WJLA)		10/5/12
27.0	M/G For 3.0.1,3.0.2,3.0.3,3.0.4,3.0.5 / SPOT	10/08/12-10/12/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		1	1	1	1	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		10/5/12
28.0	M/G For 4.0.1 / SPOT	10/12/12-10/12/12	4	:30	9A- LIVE!						1			1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/5/12
29.0	M/G For 5.0.1 / SPOT	10/09/12-10/09/12	4	:30	10A- RACHAEL RAY			1						1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/5/12
30.0	M/G For 6.0.1 / SPOT	10/10/12-10/10/12	4	:30	10:58A- ABC--THE VIEW				1					1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/5/12
31.0	M/G For 7.0.1 / SPOT	10/10/12-10/10/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)				1					1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/5/12

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32.0	M/G For 8.0.1,8.0.2 / SPOT	10/08/12-10/11/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1			1				2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		10/5/12
33.0	M/G For 10.0.1,10.0.2 / SPOT	10/11/12-10/11/12	4	:30	3:01P- ANDERSON COOPER SHOW					1				1	\$800.00	\$800.00	WJLA Arlington (WJLA)		10/5/12
34.0	M/G For 13.0.1,13.0.2,13.0.3,13.0.4,13.0.5 / SPOT	10/08/12-10/12/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$3,200.00	\$16,000.00	WJLA Arlington (WJLA)		10/5/12
35.0	M/G For 17.0.1,18.0.1 / SPOT	10/11/12-10/11/12	4	:30	11:35P- ABC--ABC NIGHTLINE					1				1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/5/12
36.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	6:58P- WHEEL OF FORTUNE					1					\$3,000.00		WJLA Arlington (WJLA)		10/10/12
36.0.1	Closed Preempt	10/11/12															WJLA Arlington (WJLA)	No Avail/Exception -	
37.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	7:27P- JEOPARDY						1			1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/10/12
38.0	M/G For 36.0.1 / COLLEGE FOOTBALL	10/13/12-10/13/12	4	:30	11:58A- SPORTS--ABC COLLEGE FOOTBALL DOUBLEHEADER							1			\$2,500.00		WJLA Arlington (WJLA)		10/12/12
38.0.1	Closed Preempt	10/13/12															WJLA Arlington (WJLA)	Pre-Empt/Spot -	

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